

6 more character strings at least one of which contains a piece of link destination information
7 specifying another document as a link destination;

8 display image element generating means for reading the character strings one at a time
9 from the document storing means and converting each read character string into a display image
10 element being a bit-mapped graphic;

11 display image generating means for generating a display image which is composed of
12 display image elements of a same category and is to be displayed on the plurality of data
13 receiving apparatuses as one screen;

14 display link destination information converting means for converting each piece of link
15 destination information into a piece of display link destination information which specifies, as a
16 link destination, another display image which is a display image of the other document generated
17 by the display image generating means,

18 wherein the document is written in HTML and the display image generating means
19 determines categories of the display image elements from tags written in the document;

20 supplementary design storing means storing supplementary designs with serial numbers;
21 and

22 supplementary design adding means for reading the supplementary designs from the
23 supplementary design storing means one by one in order, and adding each read supplementary
24 design to each piece of link destination information specifying the other document as the link
25 destination, on a one-to-one basis, wherein

26 the display link destination information converting means converts each piece of link
27 destination information into a piece of display link destination information corresponding to a
28 serial number assigned to a supplementary design,

29 the supplementary design storing means includes:
30 a maximum number storing unit for storing a maximum number of the supplementary
31 designs in the display image, wherein
32 the display image generating means further includes:
33 a maximum number judging unit for judging whether the number of the supplementary
34 designs to be arranged in the display image exceeds the maximum number; and
35 a display image dividing unit for, when the maximum number judging unit judges that
36 the number of the supplementary designs exceeds the maximum number, sending an instruction
37 to the display image generating means to divide the display image into the plurality of display
38 sub-images so that supplementary designs less than the maximum number are added to each of
39 the plurality of display sub-images divided from the display image, wherein the display image
40 generating unit generates the plurality of display sub-images according to the instruction.
